

## **CIS Case Studies:**

### **Market Opportunity Analysis – Financial Services, Russia & CIS Countries**

#### **Benefit to Client:**

Assessment of market opportunity within Russia and various CIS countries together with recommendations for best entry strategy for a specific FS product.

#### **Client Need:**

Our client was seeking to understand the level of opportunity within Russia and several CIS countries in terms of launching a specific product. There was a need to identify and select the best markets to target in the region.

#### **Approach:**

CIS conducted a thorough analysis of the economic and political climate of all countries in scope, as well as identifying key opportunities and threats. Topics covered included:

- Macroeconomic analysis, trends and forecasts
- Overview of banking sector in each country
- Competitive landscape and key competitor profiles
- Key learnings from current incumbents
- Screening and profiling of potential partners

*Methodology:* Secondary intelligence gathering, telephone-based primary intelligence gathering and country visits, market entry strategy analysis

#### **Solution:**

Utilizing the intelligence gathered, CIS was able to make recommendations to the client in terms of:

- Market potential over the next 3-5 years
- Risk appetite of local banks
- Areas of intense competition
- Best fit products and services
- Pricing strategy
- Target market
- Key regulatory challenges
- Potential partnerships

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